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MARLIN

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Rank Regions by Brand - Shr of FPSAV
 Ranking based on Ytd Shr of FP.Sav Vol Diff vs Qtr Dec 94

Periods: 4WK OCT 95

Products: RJR FP

		Shr of		Shr of		Shr of		Shr of		Ytd Shr		of
		FP.Sav		FP.Sav		FP.Sav		FP.Sav		of		FP.Sav
		Vol PP2		Vol PP1		Vol		Vol		Vol		Vol Diff
	Rank					vs PP		Vol		Dec94		vs Qtr
												Dec 94
N.Calif Reg	1	23.31	23.26	24.50	1.24	23.67	22.27	23.43	1.16			
Chicago Reg	2	24.95	23.88	23.88	0.00	24.22	23.39	24.01	0.62			
Houston Reg	3	22.84	23.19	23.91	0.73	23.30	22.48	23.08	0.59			
Pittsburgh Reg	4	27.47	27.34	27.94	0.60	27.57	27.24	27.34	0.30			
Richmond Reg	5	25.94	26.75	26.92	0.17	26.55	26.30	26.57	0.27			
Western	6	23.99	23.92	24.85	0.73	24.17	23.94	24.20	0.24			
S.Florida Reg	7	21.89	22.38	22.01	-0.37	22.11	22.25	22.33	0.08			
Southern	8	26.51	26.51	26.51	0.01	26.51	26.47	26.52	0.05			
Philadelphia Reg	9	19.63	19.77	18.79	-0.98	19.42	19.57	19.61	0.04			
Denver Reg	10	24.94	24.50	24.72	0.22	24.71	24.50	24.53	0.03			
Dallas Reg	11	23.87	23.64	23.87	0.24	23.78	23.85	23.88	0.03			
Win-Salem Reg	12	31.01	30.69	31.04	0.35	30.89	30.84	30.86	0.02			
Seattle Reg	13	31.24	30.81	31.44	0.63	31.14	31.03	31.04	0.01			
Northeast	14	22.43	22.33	22.44	0.11	22.40	22.63	22.62	-0.01			
Total US	15	24.59	24.45	24.61	0.16	24.54	24.63	24.62	-0.01			
Buffalo Reg	16	21.41	20.89	20.93	0.03	21.07	21.50	21.41	-0.08			
Atlanta Reg	17	30.04	29.22	29.18	-0.04	29.46	29.44	29.18	-0.26			
Mid-West	18	25.59	25.19	25.24	0.05	25.33	25.62	25.35	-0.27			
NY Metro Reg	19	16.36	16.33	16.52	0.19	16.40	17.21	16.88	-0.33			
Boston Reg	20	22.57	22.02	22.75	0.73	22.42	22.86	22.50	-0.36			
S.Calif Reg	21	20.75	20.51	20.98	0.47	20.73	21.51	21.08	-0.43			
Minneapolis Reg	22	24.91	24.77	24.73	-0.04	24.80	25.29	24.84	-0.46			
Cincinnati Reg	23	27.28	27.80	27.58	-0.22	27.57	28.44	27.95	-0.50			
St.Louis Reg	24	27.19	26.97	26.83	-0.14	26.99	27.93	27.14	-0.79			
Detroit Reg	25	26.13	26.07	26.25	0.17	26.14	27.46	26.55	-0.91			

Fax: RBM's/RSM's 9/9/95

These Reports Reflect your New Region Boundaries. A few selected time periods were selected for the total Region. This is not Available to the outlet level on my machine until Monday, But I thought you might enjoy these.

Z-men

Note to RBM's - All Marlin (MRS - RBM Reports) will be mailed to you ^{formerly} next week.

Z-men

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Rank Regions by Brand - Shr of FPSAV
 Ranking based on Ytd Shr of FP.Sav Vol Diff vs Qtr Dec 94

Periods: 4WK OCT 95

Products: RJR SAV

		Shr of	Shr of	Shr of	Shr of	Qtr Shr	Shr of	Ytd Shr	Ytd Shr
		FP.Sav	FP.Sav	FP.Sav	FP.Sav	of	FP.Sav	of	FP.Sav
		Vol PP2	Vol PP1	Vol	Vol Diff	Vol	Vol Qtr	Vol	Vol Diff
					vs PP		Dec94		vs Qtr
									Dec 94
N.Calif Reg	1	22.51	21.24	21.27	0.03	21.65	20.26	21.83	1.57
NY.Metro Reg	2	31.39	30.94	30.94	0.00	31.08	28.57	29.70	1.14
Atlanta Reg	3	38.76	38.25	37.20	-1.05	38.08	37.05	38.03	0.98
Philadelph Reg	4	31.70	31.18	33.22	2.04	31.95	34.26	34.78	0.52
Boston Reg	5	26.22	25.49	23.88	-1.61	25.24	25.03	25.22	0.19
Pittsburgh Reg	6	31.68	31.79	30.70	-1.09	31.42	31.44	31.44	0.00
Northeast	7	31.06	31.14	30.27	-0.87	30.85	32.04	31.25	-0.79
Richmond Reg	8	32.85	33.45	34.30	0.85	33.51	34.31	33.37	-0.94
Dallas Reg	9	44.98	45.23	44.46	-0.77	44.92	47.26	46.14	-1.12
Seattle Reg	10	32.18	28.73	27.49	-1.24	29.37	32.65	31.50	-1.15
Southern	11	39.22	39.61	39.42	-0.20	39.43	40.90	39.66	-1.24
Chicago Reg	12	24.97	26.36	26.92	0.56	26.08	27.81	26.57	-1.25
Buffalo Reg	13	32.68	32.65	30.29	-2.36	31.94	34.86	33.52	-1.35
Total.US	14	32.86	32.68	32.11	-0.57	32.56	34.75	33.26	-1.49
St.Louis Reg	15	28.17	28.02	26.96	-1.06	27.74	28.66	27.15	-1.51
Western	16	35.09	33.98	32.85	-1.14	33.97	36.91	35.10	-1.81
Denver Reg	17	26.81	26.07	25.77	-0.30	26.21	29.05	27.22	-1.83
Mid-West	18	27.29	26.80	26.41	-0.39	26.84	29.77	27.91	-1.87
S.Calif Reg	19	31.39	32.30	31.16	-1.14	31.72	35.00	32.76	-2.24
Win-Salam Reg	20	34.98	34.80	35.10	0.30	34.95	36.52	34.26	-2.26
Detroit Reg	21	28.87	27.47	26.68	-0.79	27.66	32.54	30.22	-2.31
S.Florida Reg	22	43.93	45.40	45.02	-0.39	44.83	47.56	45.22	-2.34
Minneapolis Reg	23	27.18	26.22	26.06	-0.16	26.48	30.85	28.41	-2.44
Cincinnati Reg	24	31.35	31.95	31.52	-0.43	31.63	33.75	31.21	-2.54
Houston Reg	25	52.36	52.65	51.46	-1.20	52.20	56.35	53.07	-3.29

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Rank Regions by Brand - Shr of FPSAV
 Ranking based on Ytd Shr of FP.Sav Vol Diff vs Qtr Dec 94

Periods: 4WK OCT 95

Products: WINEBASE

		Shr of			Shr of	Qtr Shr	Shr of	Ytd Shr	Ytd Shr
		FP.Sav			FP.Sav	of	FP.Sav	of	FP.Sav
		Vol			Vol Diff	Vol	Vol Qtr	Vol	Vol Diff
		vs PP			vs PP	vs PP	Dec94	Dec 94	vs Qtr
		Vol PP2			Vol PP1	Vol	Vol	Vol	Dec 94
Rank									
1	Buffalo Reg	7.14	6.79	6.85	0.06	6.92	6.61	6.90	0.28
2	N.Calif Reg	5.10	4.97	5.26	0.30	5.10	4.83	5.08	0.25
3	Chicago Reg	7.39	7.11	7.10	-0.01	7.20	6.92	7.10	0.18
4	Pittsburgh Reg	8.83	8.86	8.83	-0.03	8.84	8.73	8.86	0.14
5	Richmond Reg	7.95	7.91	7.73	-0.18	7.87	7.80	7.92	0.12
6	Houston Reg	7.89	7.93	8.11	0.18	7.98	7.72	7.83	0.11
7	Wm-Salem Reg	10.27	10.04	10.24	0.19	10.19	10.23	10.29	0.05
8	Boston Reg	9.44	9.09	9.24	0.15	9.25	9.38	9.37	-0.01
9	Western Reg	5.87	5.78	5.93	0.15	5.86	5.84	5.82	-0.02
10	Northeast	7.01	6.95	6.91	-0.04	6.96	7.09	7.06	-0.02
11	Dallas Reg	7.38	7.18	7.07	-0.11	7.21	7.32	7.29	-0.03
12	Southern	8.70	8.55	8.45	-0.10	8.57	8.68	8.64	-0.04
13	Total US	7.21	7.12	7.09	-0.03	7.14	7.28	7.19	-0.09
14	S.Calif Reg	4.71	4.65	4.71	0.06	4.69	4.87	4.78	-0.09
15	Philadelph Reg	5.26	5.32	4.90	-0.42	5.17	5.31	5.17	-0.14
16	Atlanta Reg	10.06	9.64	9.61	-0.03	9.76	9.82	9.64	-0.17
17	Cincinnati Reg	7.96	8.27	8.27	-0.01	8.17	8.68	8.47	-0.20
18	S.Florida Reg	7.84	7.08	7.69	-0.29	7.85	8.40	8.17	-0.24
19	Minneapolis Reg	5.21	5.12	5.11	-0.01	5.15	5.41	5.16	-0.24
20	Mid-West	6.75	6.66	6.65	-0.02	6.69	7.00	6.73	-0.27
21	Seattle Reg	6.16	6.06	6.11	0.06	6.11	6.31	6.02	-0.29
22	Denver Reg	6.47	6.16	6.16	0.00	6.26	6.60	6.31	-0.30
23	Detroit Reg	6.82	6.92	6.94	0.03	6.90	7.41	7.10	-0.32
24	NY Metro Reg	4.05	4.04	3.91	-0.14	4.01	4.61	4.19	-0.41
25	St.Louis Reg	7.78	7.95	7.79	-0.15	7.85	8.71	7.94	-0.77

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Rank Regions by Brand - SHR of FPSAV
 Ranking based on Ytd Shr of FP.Sav Vol Diff vs Qtr Dec 94

Periods: 4WK OCT 95

Products: WINSTREL

		Shr of		Shr of		Shr of		Shr of		Ytd Shr		FP.Sav	
		FP.Sav		FP.Sav		FP.Sav		FP.Sav		of		Vol Diff	
	Rank	Vol PP2	Vol PP1	Vol	vs PP	Vol	Vol Qtr	Vol Qtr	Vol Qtr	Vol	Vol	Vol	vs Qtr
													Dec 94
Chicago Reg	1	1.22	1.00	1.11	0.11	1.10	0.78	1.05	0.27				
NY Metro Reg	2	1.00	0.87	0.92	0.04	0.93	0.91	1.13	0.22				
Houston Reg	3	1.79	1.82	2.13	0.31	1.91	1.62	1.81	0.19				
Pittsburgh Reg	4	1.75	1.70	1.91	0.21	1.78	1.62	1.75	0.14				
Philadelph Reg	5	1.13	1.10	1.15	0.05	1.13	1.06	1.16	0.11				
N.Calif Reg	6	1.05	1.06	1.18	0.12	1.09	0.98	1.07	0.09				
Buffalo Reg	7	1.64	1.63	1.61	-0.02	1.63	1.74	1.81	0.07				
S.Florida Reg	8	1.67	1.69	1.66	-0.03	1.68	1.53	1.57	0.05				
Northeast	9	1.68	1.61	1.54	0.12	1.47	1.53	1.56	0.03				
Boston Reg	10	1.92	1.76	1.86	0.10	1.84	1.81	1.83	0.02				
Atlanta Reg	11	1.35	1.39	1.31	0.12	1.42	1.38	1.36	-0.02				
Win-Salem Reg	12	1.98	1.89	2.04	0.16	1.94	1.96	1.92	-0.04				
Western	13	1.37	1.31	1.45	0.15	1.37	1.41	1.35	-0.06				
Total US	14	1.40	1.44	1.54	0.11	1.48	1.55	1.49	-0.06				
Denver Reg	15	1.39	1.54	1.57	0.03	1.50	1.57	1.51	-0.07				
St.Louis Reg	16	1.34	1.27	1.37	0.10	1.32	1.39	1.32	-0.07				
Southern	17	1.68	1.68	1.78	0.10	1.71	1.75	1.64	-0.10				
Mid-West	18	1.34	1.29	1.37	0.08	1.33	1.47	1.39	-0.12				
Seattle Reg	19	1.48	1.32	1.58	0.25	1.45	1.67	1.49	-0.18				
Dallas Reg	20	1.63	1.60	1.79	0.20	1.67	1.91	1.70	-0.21				
S.Calif Reg	21	1.21	1.09	1.07	-0.03	1.12	1.39	1.11	-0.24				
Richmond Reg	22	1.74	1.83	1.90	0.07	1.82	1.95	1.68	-0.27				
Minneapolis Reg	23	1.00	1.03	1.16	0.13	1.06	1.38	1.10	-0.28				
Cincinnati Reg	24	1.56	1.57	1.86	0.29	1.66	2.23	1.77	-0.46				
Detroit Reg	25	1.74	1.64	1.64	0.01	1.47	2.31	1.80	-0.51				

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